**Small Business Plan Example Outline**

**Business Description and Vision……………………………………… 1**

Brief Description of the Business

Kind of Business

**Organization and Structure……………………………………………... 2**

Type of Ownership

Managers/Leaders

Employees

**Definition of the Market…………………………………………………… 3**

Target Market

Needs and Wants

**Marketing Strategy…………………………………………………………… 4**

Product

Promotional Activities

**Financial Planning……………………………………………………………. 5**

Start – Up Budget

Operating Budget